

# Parking Restrictions Ordered on Narrow Streets

Your Complete Community Newspaper—Every Sunday and Thursday

## Torrance Herald

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# MIRACLE RUBBER IN PRODUCTION

## Shell Leads Industry in New Product

A giant step away from dependence of this country on foreign sources of natural rubber was announced Thursday at the official opening of Shell Chemical Company's expanded polyisoprene rubber units at Torrance.

G. S. Williamson, plant manager, said the Torrance Torrance units now can produce about 40 million pounds a year of the man-made equivalent of natural rubber, a tenfold increase over production started in March, 1959.

Expansion of polyisoprene production capacity, first of its kind in the world, created nearly 150 jobs at the Torrance plant, Williamson said. Total employment at the plant is about 1300.

The Torrance plant, in addition to polyisoprene, has produced for the last 17 years general-purpose synthetic rubber which will continue for some time to be its major product. This and synthetic rubbers manufactured in the United States have accounted for approximately 66 per cent of all the rubber consumed in this country.

THE REMAINING 34 per cent always has consisted of natural rubber, imported from other countries, because of qualities it had which made it superior for certain uses, notably heavy-duty truck and airplane tires.

Shell Isoprene Rubber, Shell's name for the new product, can replace natural rubber in these and many other end uses, according to the plant manager. Chemically, it is the same material, with the synthetic product having the advantage of scientific control for uniform quality.

SHELL surprised the rubber industry in 1959 with the announcement that production of polyisoprene rubber had begun at Torrance, at least two years ahead of competitors. The U.S. Attorney-General stated at that time: "Commercial development of polyisoprene is an important aid to national defense. Its availability in sufficient quantity will free the United States completely from dependence on foreign sources of rubber in time of emergency."

Chemists have known for years that polyisoprene could be made in the laboratory, but commercial manufacture, enabling it to compete with the natural product, seemed too costly for potential producers.

EARLY IN 1958, however,

Shell Chemical's Torrance plant and research personnel, with help from scientists at Shell Development Company at Emeryville, California, took polyisoprene from the test tube into plant facilities.

Until now, natural rubber has enjoyed a virtual monopoly in many applications. Conventional synthetic rubber could not compete, but Shell's new rubber can easily meet the same requirements as that of the natural product.

LARGE TRUCK tires, which account for the greatest use of natural rubber, needed the plantation product to avoid heat build-up under conditions of heavy load. Polyisoprene made at Torrance satisfies this requirement.

The new rubber is expected to have a stabilizing effect on natural rubber prices and will allay doubts as to whether the supply of plantation rubber can keep pace with rapidly growing world demands, according to Williamson.

In addition to the Torrance installation, Shell Chemical has announced plans to build a second polyisoprene plant of 80 million pounds a year capacity near Marietta, Ohio, bringing total availability up to 120 million pounds a year.

## JWV Sets Breakfast

A second in a series of Sunday breakfasts of the South Bay Post 777, Jewish War Veterans will be held on Oct. 23 at 9 a.m. at the Gables House, Hawthorne and Sepulveda.

The traditional lox, bagel, and cream cheese will be served as the breakfast menu. All members and prospective members are invited to attend.

As an added attraction, arrangements are being made to have the taped interview between George Lincoln Rockwell, head of the American Nazi party, and a reporter on station WNEW in New York City.

## Road of Life Rocky, Torrance Family Finds

By BOB WILTON  
 Herald Staff Writer

A telephone on the news desk jangled. I picked it up and identified myself.

"Yes," a voice said, "I was told you helped people in trouble."

"I am Freda Smith, really that is my last name. My husband, Lennis, is out of work and we are desperate. I can't work as I am pregnant and we have three small children to feed. We are staying with Joe Phoenix and his wife, at 18436 Roslin Avenue, but they can't keep us much longer as Joe has been out of work, too."

FREDA continued to tell how she and her husband had lived in Torrance since 1942 and that

their children, Nora, 3; Fred, 16 months; and Lola, six months old, were all born here. Her husband had worked as a mechanic until he was laid off and then could not find another job.

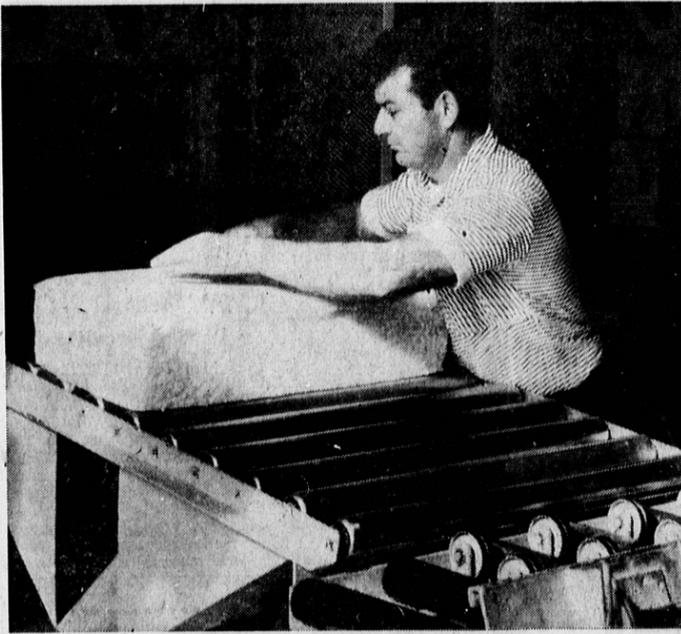
The fact that Lennis Smith had worked on a farm as a boy and young man decided them to seek farm employment and they went to Wyoming in their 1936 automobile. He worked in the harvest until crops in this area were in.

THE SMITHS returned to California, but when husband and wife could not make a living with both of them picking fruit on ranches near San Jose, they thought there might be work back in Torrance and began their trip back home.

First their car was swiped by a passing vehicle, but they were able to continue. Outside of Delano a connecting rod in their weary car came loose and knocked a hole in the side of the engine. They could not get parts for a car of its age and they were stranded.

THE SALVATION Army in Bakersfield furnished bus tickets for Mrs. Smith and her children. Lennis hitch-hiked in to Los Angeles where he met his family at a depot.

Lennis and Freda Smith had to leave all of their clothes and bedding in their abandoned car. They are even without diapers for the baby. They need help—and a job—badly, they said.



PASSES INSPECTION . . . An operator examines a bale of Shell Isoprene Rubber, the man-made equivalent of natural made only at Shell Chemical Company's Torrance plant, as it comes off the assembly line. Shell Chemical Company announced Oct. 13 that it has expanded capacity to produce Isoprene Rubber tenfold, from 4 million pounds to 40 million pounds annually.

## Kentile's New Local Plant Goes into Production

The largest resilient tile factory on the West Coast, an ultra-modern 250,000 square foot facility of Kentile, Inc., the nation's leading producer of resilient tile flooring, is now in production, meeting the demand for housing and industrial building materials in one of the country's fastest growing areas.

The plant is situated on 18 acres of land at 2929 California St., Torrance, and consists of two main buildings utilizing the latest developments in architecture and engineering, according to Joseph L. Kolcyski, Kentile vice president of manufacturing.

Initial production equipment installed at Torrance for the manufacture of asphalt tile and

vinyl asbestos tile passed all pre-production tests according to expectations and is now operating smoothly.

Kolcyski said that the company is drawing on local personnel to man the entire production, distribution and sales

operation. Austin Zimmer with a long and valuable experience in resilient tile production has been appointed plant manager.

Arthur (Art) Taranto who has been with the Kentile organization for more than 10 years is West Coast sales manager.

## King to Appear at Church Forum Here

Congressman Cecil R. King and Assemblyman Vincent Thomas will be featured speakers tonight at "Democratic Night" during the current series of Sunday evening forums at the First Methodist Church.

The meeting, to open at 7:30 p.m., and is designed "to stimulate the prayerful and informed deliberation of contemporary social questions," according to the Rev. Gilbert Zimmerman, pastor of the sponsoring church.

Last week's forum featured a talk by Tom Coffee, electrical engineer who is seeking election to Congress as a Republican.

After formal presentation of the candidate's position on public issues, a question and answer period is held, the Rev. Zimmerman said.

## Old Narrow Streets Get Traffic Room

Parking will be restricted to one side of a number of downtown streets the city council has decided on the recommendation of Traffic Engineer J.O. Whitmer.

Approval of the plan to restrict parking in the area generally bounded by Carson St., Arlington Ave., Dominguez St., and Crenshaw Blvd. was voted by the council this week and a resolution to put the new restrictions on the books will be introduced Tuesday night, Whitmer told the HERALD yesterday.

RESTRICTION of parking to one side followed a post car poll in which most of the residents replying indicated their choice of this method of easing traffic problems on the narrow streets in the older part of the city.

Under the plan approved by the council, the following streets would be restricted to parking on one side only:

BEECH AVE. from Carson to Maricopa, Acacia from Carson to Pine Drive, Amapola from Carson to Pine Drive, Maricopa from Crenshaw to Portola, Maricopa Place from Acacia to Madrid, Sierra from Crenshaw to Arlington, Eldorado from Crenshaw to Arlington, and Sonoma from Madrid to Cota.

Establishment of one-way streets throughout the area was considered by the council, but was held in abeyance until the restricted parking could be tried. If needed, the one-way streets could be established in the future, the council decided.

THE CITY has some of the needed signs on hand, Whitmer said, but many more will be needed before the entire project can be put in operation. A new sign contract is due before the council later this month, and Whitmer said

he presumed that new signs would be ordered under the new contract. It normally takes about 30 days to get delivery of signs, he added.

The narrowest streets will be posted first, the traffic engineer said. The narrowest is Amapola Ave., whose residents have been seeking solutions to the traffic problems which occur on the narrow street.

A SUGGESTION that the city consider widening the streets was passed over by the council as being too expensive. Several residents of the area also spoke up against widening of the streets, stating they preferred other methods of solving the problem.

## Lions Club Gives Aid to Dental Group

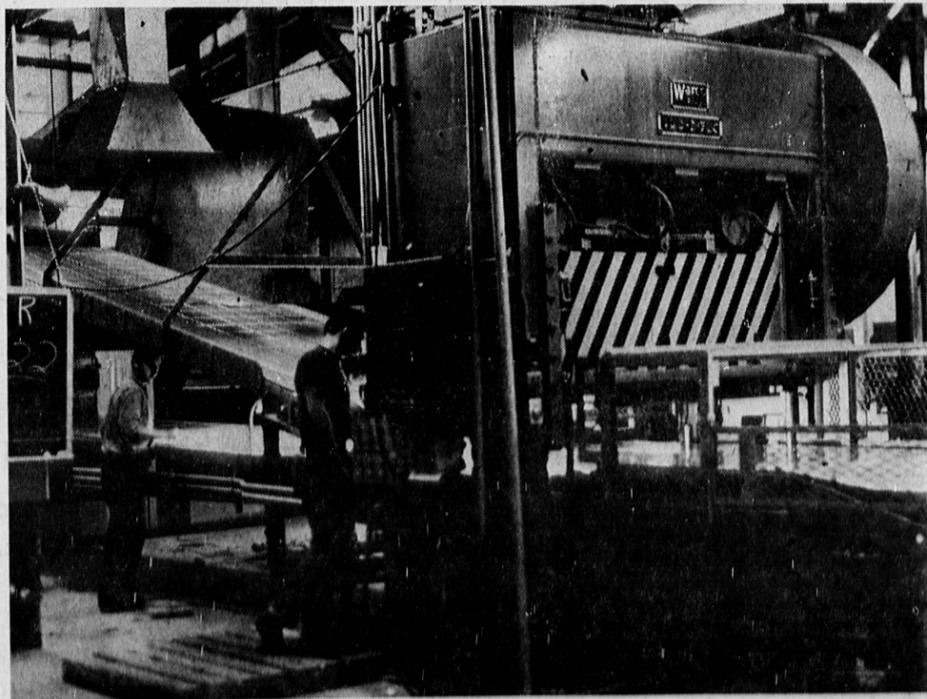
The North Torrance Lions Club has once again proven its civic-consciousness by the donation of \$425.29 to the Torrance Dental Health Assn.

President Nels Cullum of the North Torrance Lions said his group considered the dental health program as one of the group's major programs.

Upon receiving the donation, James Becker, president of the Torrance Dental Health Assn., expressed deep appreciation for the continued support of the Lions group.

Becker said his group is designed to assist children of the Torrance Unified School District in receiving Dental Care and to promote Dental Health generally.

The program is supported by the PTA, service clubs, and local dentists, Baker added.



IN PRODUCTION . . . Meeting demand for housing and industrial materials in one of America's fastest growing areas, the new plant of Kentile, Inc., constructed here, is equipped with the most up-to-date machinery incorporating electronic controls and automatic operations throughout the manufacturing process.

## A Penny for your Thoughts

"Do you think the United States should go to war with the Communists if Red China invades the islands Matsu and Quemoy? Do you agree with Nixon, or Kennedy, on their viewpoints?" The answers to these timely questions, as given by five Torrance people, follow:

Thomas E. Kasterko, 2214 Torrance Blvd., businessman: "If it would be difficult to say anything at this time and be right, because we have to make some of our own decisions now and in the near future. The situation is critical."

Lester P. Evans, 14514 S. Normandie, design engineer: "About Red China and the islands Matsu and Quemoy. First, I think we should keep the Communists guessing. Second, we should not be the ones to bring up the subject of the islands. Third, decide what to do (the president) when the time comes."

J. A. Matzdorff, 13061 Bern Lane, Garden Grove, mechanical engineer: "The answer to these questions will be largely dictated by our foreign policy. If it meant throwing away taxpayers' money on some vague foreign scheme, I would say let them have these islands, too. I say we should be more realistic and defend these islands."

Mary Nichols, 22335 S. Vermont, accounting clerk: "Yes. I do think we should go to war with the Communists if Red China makes this invasion. Everyone has the right to live in a free world and should receive assistance from other free countries, if they desire freedom."

Catherine Cornair, 406 Palos Verdes Blvd., bookkeeper: "In the event of an attack, I believe we should defend our principles and believe in our nation. Assistance should be given to a country who desires to live under a democratic government."